

806-26

07/09/2009

1/5

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

JUL - 9 2009

Avon Products, Inc.
c/o Dr. J. Michael Kelley
P.O. Box 363
7140 Heritage Village Plaza
Gainesville, VA 20156

Subject: Product Name: Avon Skin-So-Soft SSS Bug Guard Plus IR 3535 Insect Repellent Gentle Breeze SPF30 Sunscreen Very Water Resistant Mousse
EPA Registration No.: 806-26
Label Amendment Application Dated: November 10, 2008

Dear Dr. Kelley:

The amendment referred to above, submitted in connection with registration under FIFRA section 3(c)(5), is acceptable provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
2. Submit three (3) copies of your final printed labeling before you release the product for shipment. Final printed labeling means the label or labeling of the product when distributed or sold. Clearly legible reproductions or photo reductions will be accepted for unusual labels, such as those silk-screened directly onto glass or metal containers or large bags or drum labels.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(b). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions.

If you have any questions contact Andrew Bryceland at 703-305-6928 or by email at: bryceland.andrew@epa.gov. A stamped copy of the label is enclosed for your records.

Sincerely,

Linda A. Hollis, Chief
Biochemical Pesticides Branch
Biopesticides and Pollution

CONCURRENCES
Prevention Division (7511P)

SYMBOL	Enclosure	7511P					
SURNAME		Bryceland					
DATE		7/8/09					

DRAFT MASTER LABEL FOR EPA REG. NO. 806-26	01/14/09
AVON SKIN-SO-SOFT SSS BUG GUARD PLUS IR3535 INSECT REPELLENT GENTLE BREEZE MOUSSE SPF30 SUNSCREEN	
AND	
AVON SKIN-SO-SOFT SSS BUG GUARD PLUS IR3535 INSECT REPELLENT GENTLE BREEZE DISAPPEARING COLOR	
MOUSSE SPF30 SUNSCREEN	1 of 4

FRONT OF CAN:

BRAND NAME:

AVON
 SKIN-SO-SOFT
 S
 S
 S
 BUG GUARD *PLUS*
 IR3535®
 INSECT REPELLENT
 GENTLE BREEZE™
 SPF 30
 SUNSCREEN
 VERY WATER RESISTANT
 MOUSSE

ACCEPTED

JUL - 9 2009

Under the Federal Insecticide, Fungicide,
 and Rodenticide Act, as amended, for
 the pesticide registered under
 EPA Reg. No. **806-26**

ALTERNATE FORMULA BRAND NAME:

AVON
 SKIN-SO-SOFT
 S
 S
 S
 BUG GUARD *PLUS*
 IR3535®
 INSECT REPELLENT
 GENTLE BREEZE™
 DISAPPEARING COLOR
 MOUSSE
 SPF 30
 SUNSCREEN
 VERY WATER RESISTANT

KEEP OUT OF REACH OF CHILDREN
 CAUTION
 See back panel for First Aid

ACTIVE INGREDIENTS:	
beta-alanine, n-acetyl-N-butyl-, ethyl ester* / carboxylic acid	7.5%
OTHER INGREDIENTS:	92.5%
TOTAL:	100.0%
*IR3535®	

4 OZ. (113.4 g)

[6 OZ. (170.1 g)]

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AVON SKIN-SO-SOFT SSS BUG GUARD PLUS IR3535 INSECT REPELLENT GENTLE BREEZE DISAPPEARING COLOR MOUSSE SPF30 SUNSCREEN	2 of 4

BACK OF CAN: (Information contained in parenthesis intended for "Alternate Formulation")

SHAKE WELL

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **Shake well** before each use. Invert can and dispense the product onto palm. Rub the product evenly and liberally over exposed skin before sun and insect exposure. An adult must apply this product to children under 10. For continued insect protection, reapply about every 4 hours or sooner if effectiveness diminishes. For sunscreen protection, reapply as needed or after towel drying, swimming or sweating. Do not exceed 9 applications per day.

STORAGE AND DISPOSAL:	
STORAGE: Store in cool, dry place away from heat or flame. DISPOSAL: Do Not Puncture or Incinerate! If empty: Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.	

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS. **Caution.** For external use only. Causes moderate eye irritation. Do not get in eyes. Stop use and ask a doctor if rash or irritation develops and lasts. Ask a doctor before using on children under 6 months of age.

FIRST AID	
If in eyes:	<ul style="list-style-type: none"> Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-FOR-AVON for emergency treatment information.	

PHYSICAL HAZARDS - FLAMMABLE: Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

ACTIVE SUNSCREEN INGREDIENTS: Octocrylene 9.4%, Octinoxate 7.1 %, Oxybenzone 5.6%, Titanium Dioxide 1.5%

OTHER INGREDIENTS: Water, Butylene Glycol, Isobutane, Glycerin, VP/Eicosene Copolymer, Aloe Barbadensis Leaf Juice, Propane, Diglycol/CHDM/Isophthalates/SIP Copolymer, Glyceryl Stearate, Tocopheryl Acetate, Xanthan Gum, Magnesium Aluminum Silicate, Aluminum Stearate, Cetearyl Alcohol, Ceteareth-20, Benzyl Alcohol, Imidazolidinyl Urea, Disodium EDTA, Fragrance(,) (Blue 1,) (Red 33)

To order, see an Avon Representative, or call 1-800-FOR-AVON www.avon.com

Not for sale or use after expiration date.

EPA Reg. No. 806-26

EPA Est. No. [013891-IN-001[PI], 013891-IN-001, 054487-GA-001[XP], 054487-GA-001]

[Boxed letters are first letters of lot number]

AVON PRODUCTS, INC., DISTR.

1251 AVE. OF THE AMERICAS NY, NY 10020

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Day Lot Code

Exp. Year / Month

Note to reviewer: The following statements, including those within brackets, are optional AND may appear on the product label AND / OR in marketing collateral materials AND the use of punctuation marks for each statement is optional

IR3535® is a registered trademark of Merck KGaA

[with] vitamin E and aloe

Pleasantly scented

REPELLENCY – IR3535®, provides effective and long-lasting repellency against mosquitoes, deer ticks, black flies, sand flies, gnats, no-see-ums and biting midges

SPF 30 Very Water Resistant

Helps prevent sunburn

Higher SPF gives more sunburn protection

Retains SPF after 80 minutes of activity in the water or sweating

PABA-Free

Moisturization

Non-greasy formula helps replenish moisture and leaves skin soft and smooth

Suitable for the entire family

Gentle formula does not need to be washed off when returning from the outdoors

Disappearing Color Mousse does not need to be washed off when returning from the outdoors

Gentle formula

Hypoallergenic

Pediatrician Tested

Dermatologist tested

Avoid contact with plastics, costume jewelry, leather and synthetic fibers

May damage painted or varnished surfaces, including nail polish

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AND

AVON SKIN-SO-SOFT SSS BUG GUARD PLUS IR3535 INSECT REPELLENT GENTLE BREEZE DISAPPEARING COLOR
MOUSSE SPF30 SUNSCREEN

4 of 4

Care of fabrics: Color can be cleaned from most fabrics. Avoid direct contact with silk, nylon, and cotton. Color does not stain skin. If necessary, color can be cleaned from skin with soap and water.